

FDA-TRACK Website and Social Media Marketing Strategy



Project Title	FDA-TRACK Website and Social Media Marketing Strategy
Project Summary	Want to help FDA communicate its performance management program to the world? Join our talented FDA-TRACK Team! We are seeking an intern who can bring an innovative perspective to our FDA-TRACK website and social media activities.
Country	United States
Agency	Health and Human Services Department
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

We are seeking a creative and resourceful intern who can bring a fresh perspective to our FDA-TRACK website and social media activities. FDA-TRACK is FDA's agency-wide performance management system that monitors FDA's programs through performance measures and projects. This intern will assist with website and database design; evaluation of data visualizations and infographics, research on social media best practices and trends, and development and analysis of social media content and the FDA-TRACK marketing strategy to increase engagement with our followers. Come and be part of the agency that protects public health by ensuring the safety and effectiveness of more than \$2.4 trillion worth of products used by consumers; this equates to 20 cents of every dollar of annual spending by U.S. consumers.

Desired Skills Interests

Additional Information

For more information, please visit our FDA-TRACK website: www.fda.gov/fdatrack.

Language Requirements

None